

EXHIBIT D

ERICSSON
TAKING YOU FORWARD

Carl-Henric Svanberg
President & CEO



Dynamic and exciting times in telecom

- Subscriber growth – stronger than ever anticipated
 - Mobility plays an increasing role in telecom
- Mobile and fixed broadband opens up for all-IP multimedia
 - Technology shift creates new opportunities
- Ericsson leading with the focus on future
 - Technology leadership – scale – operational excellence

Emerging markets growth continues

- GSM build outs for coverage and capacity as well as upgrades to HSPA
- Scale benefits from same technology throughout the world – clear evolution path
- Mobility contributes to productivity and quality of life – closes digital divide

Ericsson supports UN's Millennium Villages

Mature markets moving into new phase

- User back in driver seat – accelerating demand for services beyond voice
- Data traffic becoming dimensioning in mobile networks – bottlenecks emerging
- Major fixed broadband expansions – intelligence moving to the edge
- Consolidation in Europe – managed services, mergers, network sharing

Ericsson well positioned to capture the market opportunities

Success for mobile broadband, HSPA

- 150 m. WCDMA subscribers – adding 6 m. per month
 - 174 WCDMA networks, 78 countries – 128 HSPA networks – up to 7.2 Mbps
- Major HSPA rollouts in pipeline – more than 50 operators
 - E.g. Brazil, Kenya, Macau, Mexico, Nigeria, Russia, Thailand, Ukraine and Uruguay
- Part of daily life – ecosystem in place and quickly growing
 - 300 HSPA devices available – embedded modems early 2008

800 m. users in commercial HSPA-enabled networks (GSA)

HSPA boosts mobile data uptake

Consumers want to be always connected on high-speed networks

Operator 1 in Western Europe
data traffic growth, ending June 07



Operator 2 in Western Europe
data traffic growth, ending June 07



Operator in Asia Pacific
data traffic growth, ending June 07



Source: Ericsson

© Copyright Telefon AB LM Ericsson 2007. All rights reserved

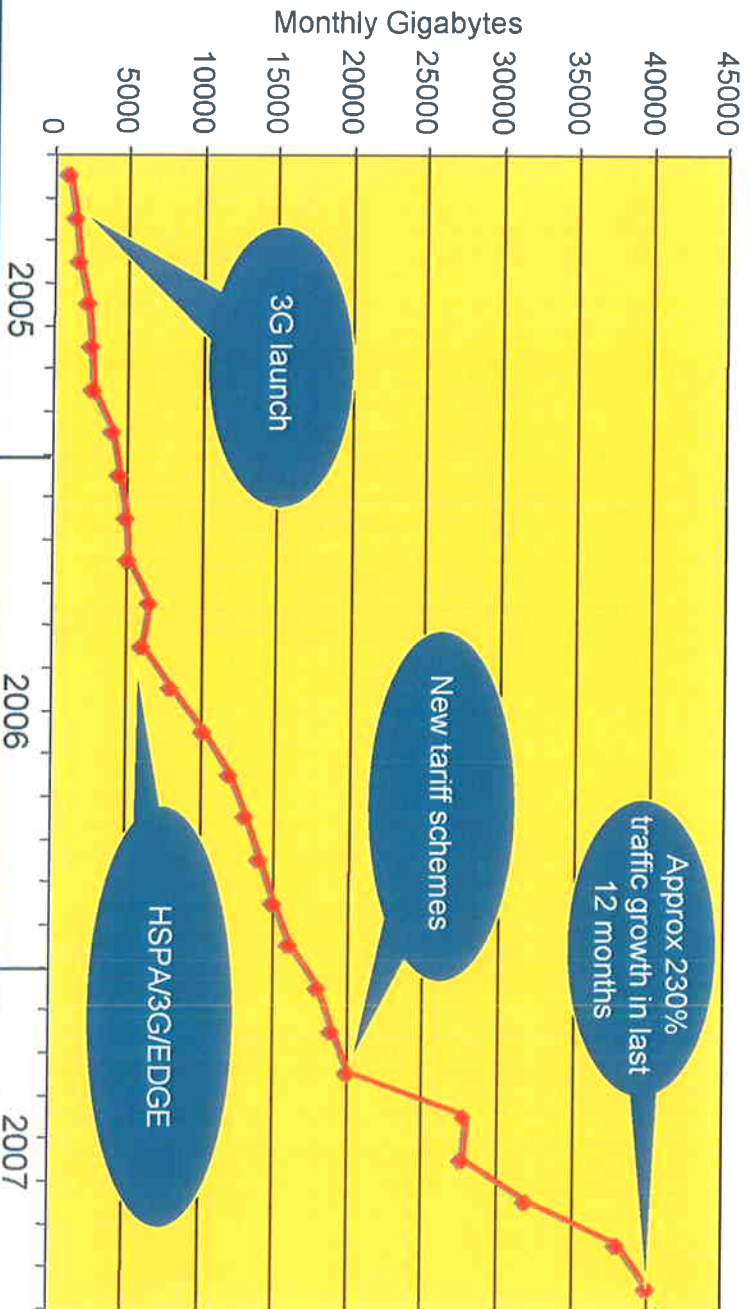
Entry strategies for mobile broadband

Some examples

- MTN, South Africa
 - Focus on mobile data
- 3, Sweden
 - Focus on mobile data and fixed broadband substitution
- Maxis, Malaysia
 - Focus on mobile data and fixed broadband substitution



Focus on mobile data MTN, South Africa

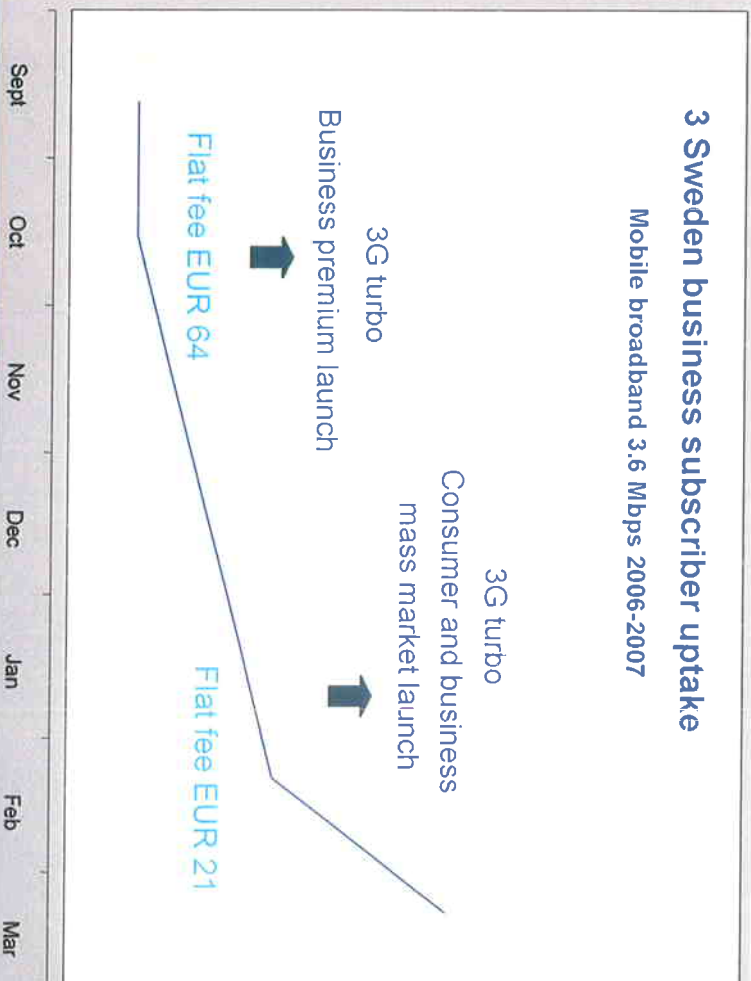


78% increase in monthly users over last 12 months



Dramatic growth in data traffic over 24 months

Mobile data and fixed broadband substitution 3, Sweden



Affordable and simple tariff key for uptake

Mobile data and fixed broadband substitution

Maxis, Malaysia

- Priced to compete with ADSL
- USD 15-24 per month new ARPU from data
- Data usage similar to ADSL
- 10% of users generating 80% of traffic
- Mobile broadband opens door to home telephony market

maxis
Broadband

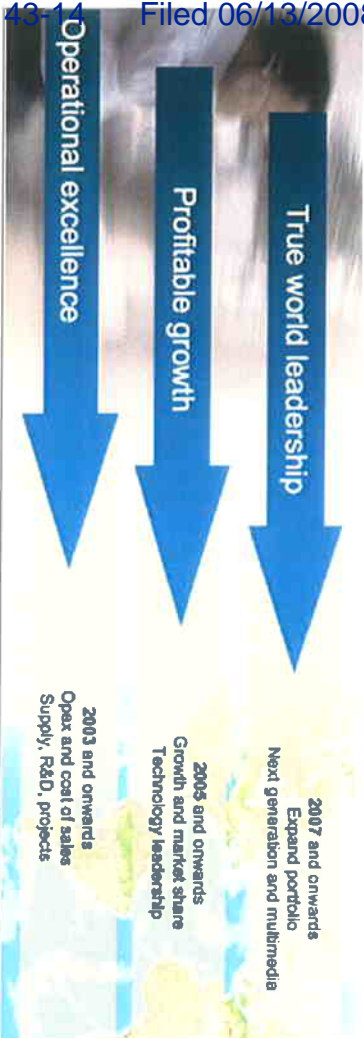
Supports government initiative to provide broadband nationwide

Wireless market going forward

- Mobile market has been dependent on voice traffic and simple messaging
- Data traffic quickly accelerates and mobile broadband will be a mass market
- Voice is dimensioning, data will take over – but each operator will be different
- Key questions
 - What services will gain traction and generate traffic?
 - How will operators' business models evolve – will they be offensive or protective?
- Market dynamics will be driven by mobile coverage and broadband capacity

Well positioned for market opportunities

Our strategy

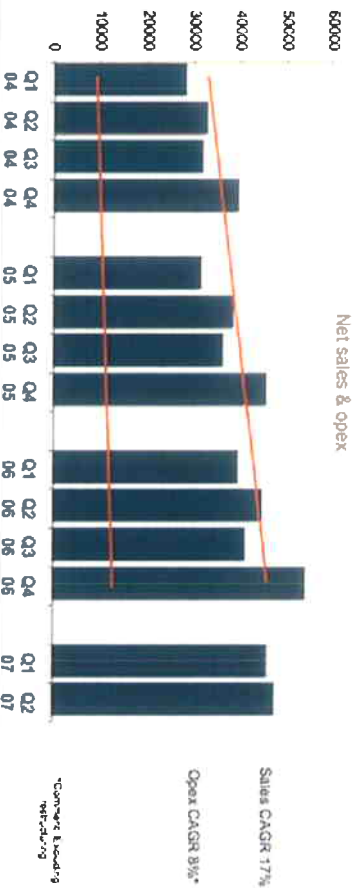


Regaining scale advantage

- Almost twice the size as closest competitor
- Growing market share in all targeted areas
- Global services workforce more than 40,000
- 18,000 R&D engineers - USD 4 b. annual investment – 22,000 patents

Ericsson technology connects over 1 billion people

Financial performance



Strengthened position from acquisitions

TANDBERG television



ENTRISPHERE

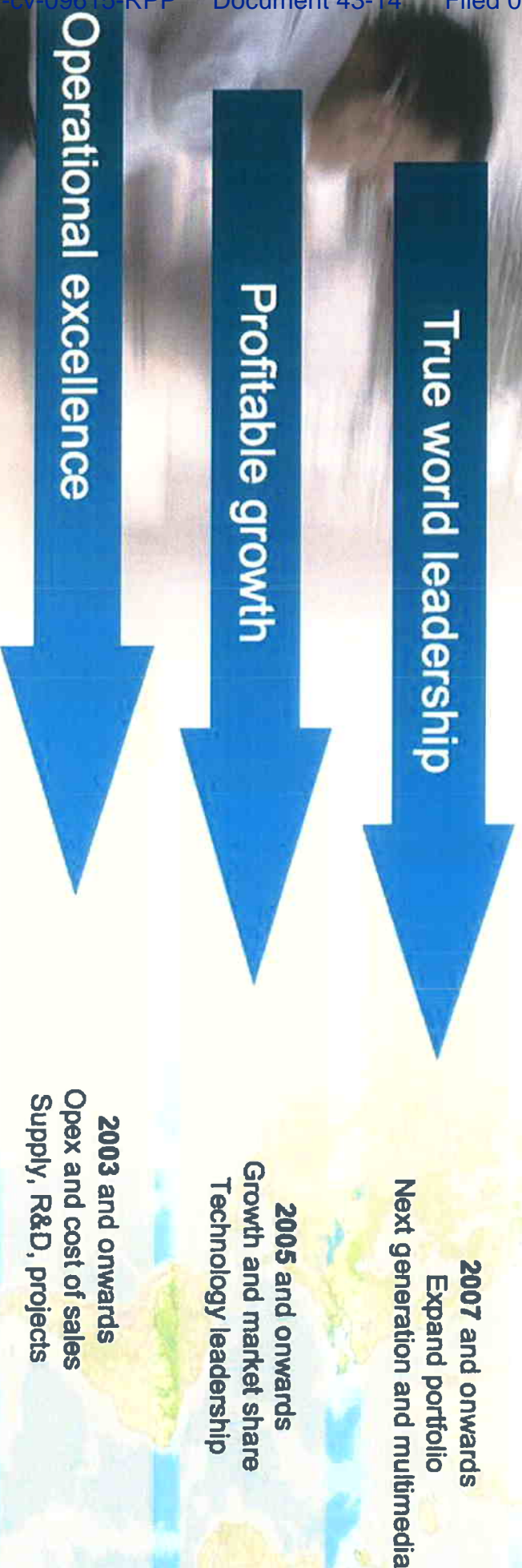


Integration on plan – intensive acquisition phase behind us



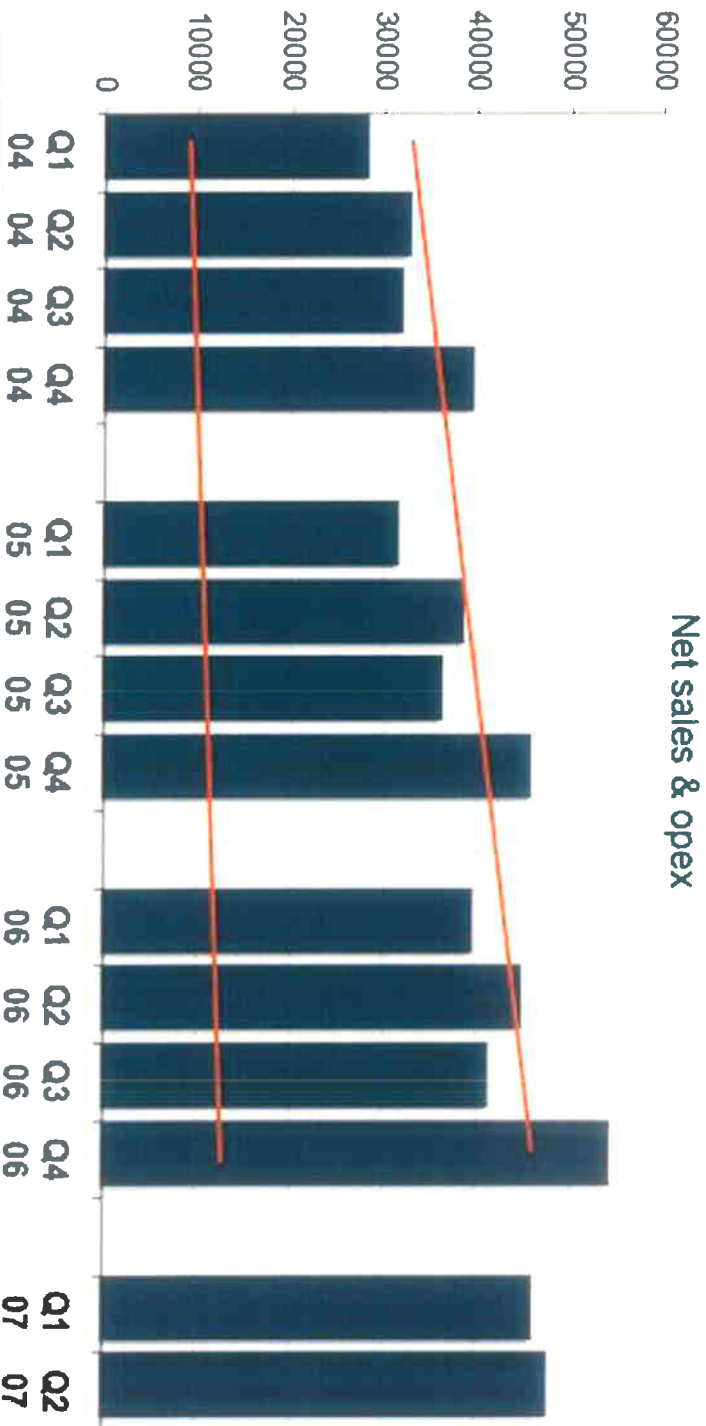
Well positioned for market opportunities

Our strategy



Well positioned for market opportunities

Financial performance



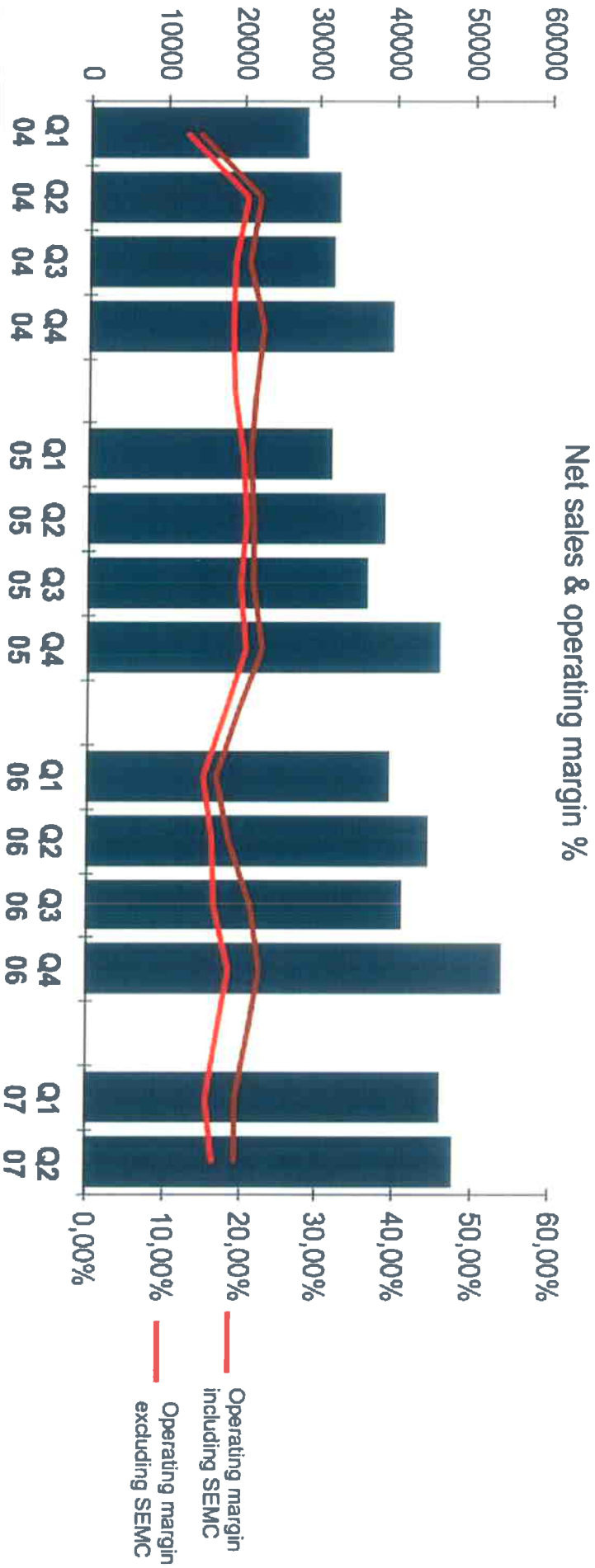
Sales CAGR 17%

Opex CAGR 8%*

*Comment: Excluding restructuring

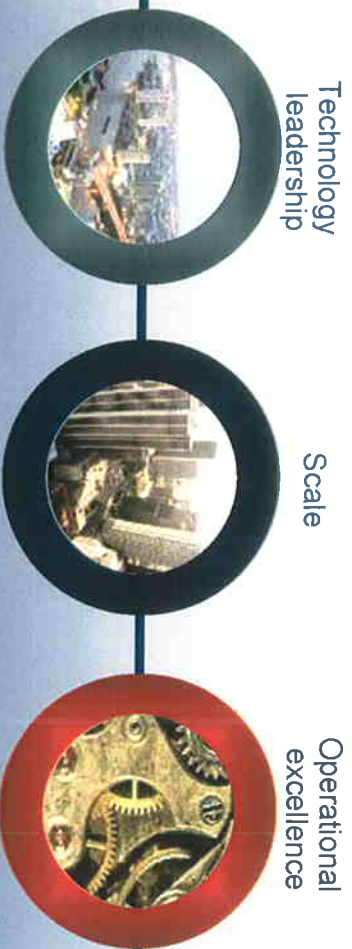
Well positioned for market opportunities

Financial performance



Networks

Strategy for growth

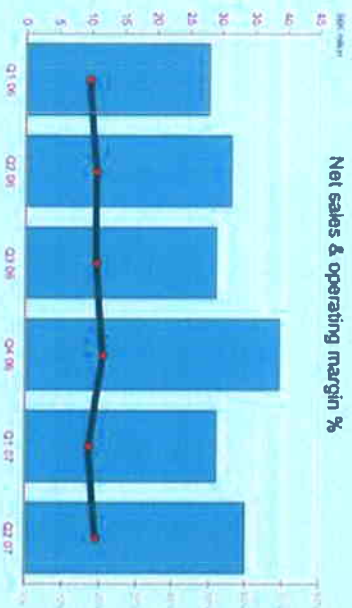


Well positioned in broadband

- Well over 40% market share in mobile networks
- 2007 another record year for GSM – HSPA boosting
- Well positioned for leadership in IP-based networks - complete portfolio

End-to-end crucial in complex operator environment

Key wins



Professional services

Strategy for growth

Scale leverage
Maximize use of assets

- Seamless organization
- Standardized tools
- Standardized processes

Skill leverage
Maximize use of knowledge

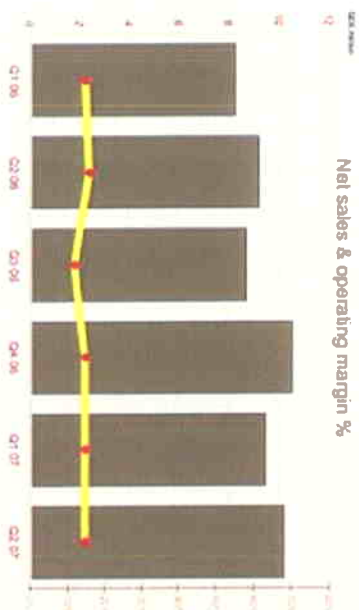
- Best practices
- Best knowledge sharing
- Business process

Technology leadership and customer base

The leader in telecom services

- 1 in telecom services
- 10 % market share
- 1,000 systems integration projects
- 100,000 operational consulting requests
- 1,000,000 consulting hours for 3G
- 135,000,000 subscribers in managed networks
- 1,000,000,000 subscribers in operators' networks supported 24/7

© Copyright Telefon AB LM Ericsson 2007 All rights reserved



Key wins



Multimedia

Strategy for growth

Customize and still protect scale
Provide local expertise through the global services team
Leverage our global customer base

Growing on strength

- Build on our leadership in:
- Revenue management
 - Service delivery platforms
 - Mobile platforms
- Expand in new areas:
- Networked media and messaging, including TV
 - Enterprise mobility

© Copyright Telefon AB LM Ericsson 2007 All rights reserved

Acquisitions and key wins

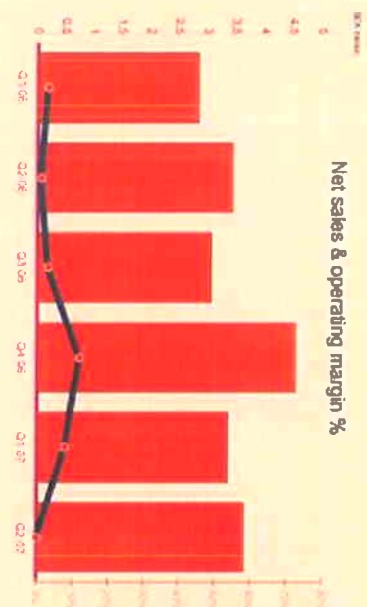
TANDBERG television

LHS

BRUTT

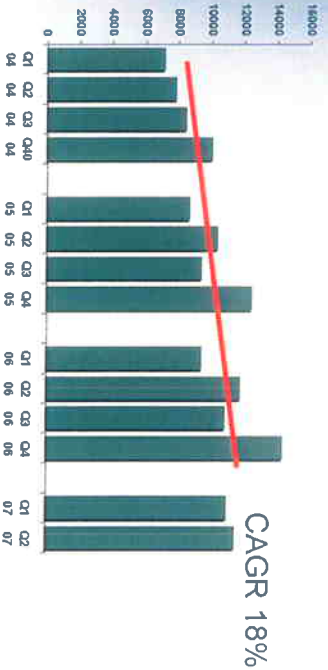
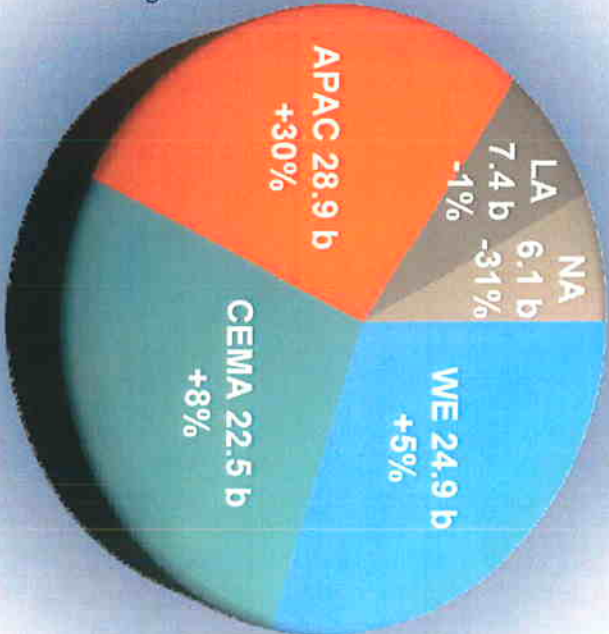
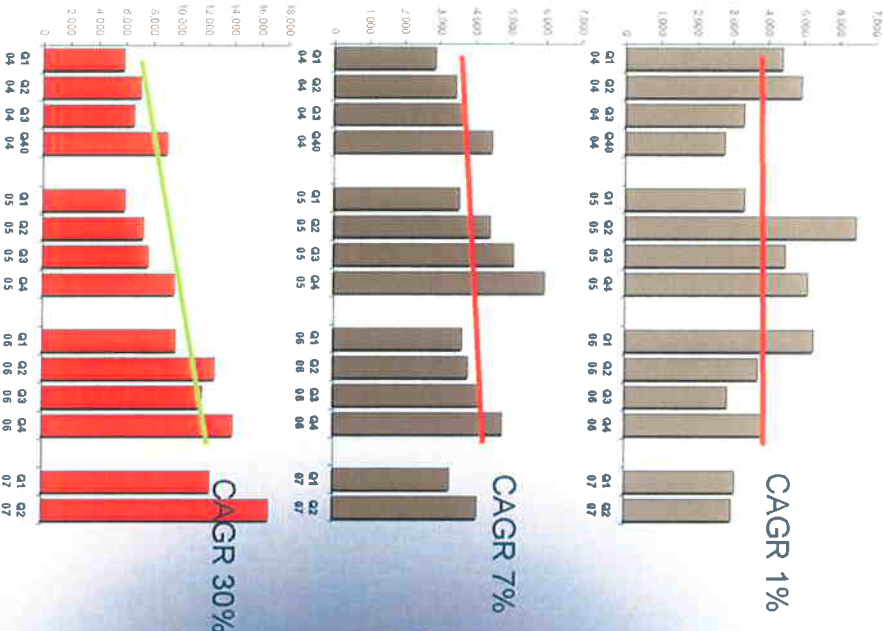


ERICSSON



Regional update

Sales (SEK b.) and growth (%) year-over-year – H1 07



Market outlook

- For 2007 we believe that the GSM/WCDMA track within the global mobile systems market, will continue to show mid-single digit growth*
- Addressable market for professional services to show good growth*



Well positioned to capture market opportunities

*Measured in USD, this slide contains forward-looking statements
© Copyright Telefon AB LM Ericsson 2007 All rights reserved

Our focus near and medium term

- Profitable growth and market share gains
 - Continue to outperform competition – networks, services, multimedia
- Drive operational excellence – extend technology leadership
 - Increased output on constant spending
- Integrate acquired companies and increase momentum
 - Redback, Tandberg Television, LHS
- Improve cash conversion even with more turnkey projects
 - Customer and supplier payments terms, operational excellence in project workflows

Healthy financial performance in consolidating industry